

Research on Cultural and Creative Development Strategy of Heilongjiang Provincial Museum

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Abstract

Museums not only display precious cultural relics and historic sites, but also record local culture, and their cultural creations are "mobile cultural disseminators".Based on the current situation of cultural and creative development of museums, this paper considers the development strategy of cultural and creative development of Heilongjiang Museum, and tries to integrate regional cultural feelings and museum culture into it. To think about the cultural and creative design of museums with new thinking can better carry forward regional culture and make museum culture no longer static cultural and creative products not only have commemorative value.

Keywords

Museum; Cultural and Creative Design; Regional Culture; Strategy Research.

1. Analysis of Heilongjiang Regional Culture and Art Characteristics

1.1. Regional Cultural Characteristics of Heilongjiang

The regional culture of Heilongjiang province is characterized by integration, transition and diversity, etc. These characteristics eventually constitute a broad mind for the regional culture of Heilongjiang Province to be integrated into various cultural contents and themes. With the continuous development of the local system and economic development, in the past, some educated youth, farmers and demobilized soldiers were encouraged to integrate into Heilongjiang Province. Not only many state-owned farms were set up, but also the Production and Construction Corps of Heilongjiang Province was founded, which made the original "Beidahuang" become the famous "Beidakang". Dating back to 1897, with the successful construction of the Middle East Railway, groups of people began to gather here, discarding the originally limited and narrow regional culture and opening their doors to foreign cultures, and finally forming an open and inclusive cultural system. Therefore, heilongjiang regional culture can not only form a strong Chinese civilization with its own temperament, but also very distinctive in personality.

1.2. Heilongjiang Culture and Art Characteristics

1.2.1. Fishing and Hunting Ethnic Culture

Rich forest and aquatic resources in the history of the River created a unique northern characteristics of fishing and hunting culture of the Hezhe people. "Hezhe" means "people of the East" and also means "people living along the river". Historically, the clothes worn by the Hezhen people were mostly made of fish skin and various animal skins. The basic materials used in the Hezhen people's fish skin clothing are fish skin products. The fish skin clothing has the characteristics of cold resistance, wear resistance, water resistance and beauty. This traditional clothing of Hezhen people has now become a featured handicraft in tourism development.

1.2.2. Ice and Snow Culture

Heilongjiang has long winters and short summers and a cold climate. From digging holes in the mountains to keeping out the cold to associating with the ice and snow, people experienced a long period of conquest and formed an ice and snow culture. From the Beginning of the Jurchen nationality, it was officially transformed from cave dwelling to building residence, and now the northeast buildings still focus on cold protection and heating. In the food culture, the cold natural conditions enrich the ice and snow food, frozen pear frozen persimmon varieties are many. In the art characteristic culture, the annual ice and snow World is a tourist hot spot, and the ice and snow culture competition held by various colleges and universities is an endless stream. In recent decades, Harbin's ice carving art has emerged as a new force, leading the country and even the world, and often winning gold MEDALS in international ice carving competitions. Beautify people's life, by people's warm praise.

1.2.3. Characteristic Intangible Cultural Heritage Culture

Heilongjiang province has a rich variety of intangible cultural heritage resources with distinctive characteristics. For many years, it has been adhering to the principle of protection first, rational utilization, inheritance and development. For example, in the "Cultural and Natural Heritage Day" in 2022, the Heilongjiang Intangible cultural Heritage publicity and display activity organized a special performance of the Hezhe ethnic group, and launched the "Cloud Tour intangible Cultural Heritage · Video Exhibition", so that more intangible cultural heritage into people's homes, feel the beauty of traditional Chinese culture. At the same time, the fish skin culture works of Hezhen nationality are also cultural items in heilongjiang Provincial Museum. Wheat straw craft, birch bark painting, Helen paper cutting and so on are very excellent cultural and artistic characteristics.

2. Analysis of the Current Situation of Cultural Creation in Museums

Museums are cultural institutions, through the collection of cultural relics for scientific research, display and exhibition, dissemination of cultural knowledge, can improve the scientific and cultural level of the whole nation. The emergence of cultural and creative products has given people a more up-to-date understanding of museums. The cultural relics collected in museums are no longer "boring" and still, but can be "alive" and "moving" through cultural and creative products. From the representative architecture to the collection of cultural relics, it is a symbol of an era. Creative design and the development of distinctive cultural and creative products can enable culture to be spread in more innovative ways. To enhance the development of cultural and creative products, not only the excellent traditional regional culture inside and outside the museum, but also the absorption and selection can improve the popularity of the museum and promote the sustainable development of museum culture.

2.1. The Existing Cultural and Creative Products are Slightly Single in Form

Its unique regional characteristics provide heilongjiang with unique development conditions. Its tourism value is rich, the direction and form of souvenirs can be designed should be very diversified. But at present, the souvenirs circulating on the market are generally single in type and one-sided in design Angle.

2.2. Weak Artistic and Cultural Functions of Cultural Creations

Now a product, not only can take away "place", but hope to be able to set the level of talent and appearance as one of the outstanding works, such as not only has the ornamental, also want to is practical, the text in the form of a product can be handicraft furnishing articles, dolls, articles for daily use, agricultural and sideline products or characteristics. However, souvenirs sold in the market today cannot convey profound commemorative significance to the tourists to a certain extent.

2.3. Insufficient Innovation

Cultural and creative products are products with high added value that are developed for culture and art by virtue of human wisdom and current scientific and technological development means. Good cultural and creative products have high aesthetic value, strong functionality and profound cultural connotation. Cultural confidence is a nation's full affirmation and active practice of its own cultural value, and people begin to have more in-depth understanding of traditional culture. Shaanxi History Museum, one of the earliest museums in cultural and creative development, launched cultural and creative IP "Tang Niu" in 2012 integrating the national fashion style. Han Jingdi Yangling Museum, Xi'an Museum have also launched their own cultural brands. With the arrival of THE 5G era, the cultural creation of the Palace Museum, now an "Internet celebrity", has become interesting and attracted the attention of more young people. During the May Day holiday of 2021, popular tourist classics such as Shenyang Imperial Palace, Hunan Yueyang Tower and Sanxingdui Cultural and Creative Museum will launch cultural and creative ice cream, which is deeply loved by tourists. It not only improves economic benefits, but also makes tourists' cultural cognition of scenic spots more interesting. Nowadays, museum cultural creation should not only have strong cultural characteristics, but also be "trendy". It should be innovative and youthful in exploring new technologies, new trends and new directions, and become a cultural model that everyone can be proud of.

3. Thinking about the Cultural and Creative Development Strategy of Heilongjiang Provincial Museums

Museums are rich in cultural resources. With the current development, cultural resources are no longer confined to self-appreciation, static preservation and inheritance. People try to pass on cultural heritage with more novel means. Only in this way can cultural heritage be vibrant and full of vitality. For example, the collection of cultural relics and regional culture are combined to go out of the exhibition hall, for example, diversified presentation, rich and active in multimedia, and for example, talent training, creativity, brand IP, into the vision of young people.

3.1. Reflect Regional Characteristics and Publicize Characteristic Culture

We can try to products for the traditional elements into the culture and the development of heilongjiang museum, such as the medium of old items, can enrich tourists perception of northeast traditional life custom, can be more in northeast China has a long history of culture, unique geography, folk culture in different areas of the unique characteristics of the regional culture is getting out. In the design, a new perspective can be used to convey the memory of the Northeast. For example: there are eight strange northeast of the baby car, big kangkang, big hearth several objects as representatives of different directions. The design of such sentimental and memorable elements with strong Northeast characteristics can make new consumers feel heilongjiang culture and local people wake up memories and stimulate exploration. Integrating the elements of traditional articles of daily use into the design of the museum can spread the regional culture of Heilongjiang region in a deeper level.

3.2. Brand IP Cultural Creation, Creating Exclusive Business Cards

May 18 is The International Museum Day. In recent years, with the improvement of people's living standards and the increase of cultural demands, museums have entered the public life in more and more rich, three-dimensional display and presentation forms. Among them, the combination of museums and cultural and creative industries has become a highlight.

As the main force of new consumption of young culture, museum cultural and creative works are shining. Cultural and creative ice cream, cultural and creative blind boxes, and national style

media have brought precious museum culture into the public's vision in a variety of ways. Let everyone feel the culture closely. In the author's teaching practice, students are guided to carry out creative cultural and creative design with the theme of "Northeast MEMORY", trying to conduct blind box design of northeast culture (Figure 1), which also opens up ideas for cultural and creative design of museums. For example, cultural relics in the museum are designed with "national fashion style", and blind boxes are used as the carrier to enrich cultural and creative types. Another example is the cultural creation and design of color sculpture, which is based on the IP image of the museum. Designers use the Chinese fashion style through the study of image, shape, color and culture, IP image design. Tide interesting style and the traditional culture to regain a means of cultural meaning, can make the traditional history culture do not break traditional styles and can cater to the attention of young people, the design process of complanation IP image three dimensional model is established, at the same time draw illustrations, expression, such as blind box packages to expand the product design, Create diversified museum cultural creation style with brand IP cultural creation.



Figure 1. JiaoYang

3.3. Practical Cultural Creations Taken Away

With the improvement of people's living standards, consumer demand changes with each passing day. Rich and diversified historical and cultural resources are the endless inspiration and vitality for the development of cultural and creative undertakings. Deeply excavates the cultural value, highlights the characteristics, realizes the effective combination of the cultural element and the market element, the unique artistic and practical cultural and creative products emerge with the development of The Times, so that everyone can personally experience the three-dimensional feeling of taking the culture with you and the museum collections home.

4. Conclusion

To develop high-quality cultural and creative products, museums should not only adapt to the development of The Times, but also meet the needs of the public. Chen Bo, executive vice president of the National Institute of Cultural Development of Wuhan University, believes that if the practicality and uniqueness of products are not considered, the mechanical and extensive copying of cultural elements into various forms of cultural creation will easily lead to the homogenization and surface of products, and it is difficult to truly reflect the cultural connotation. Therefore, the cultural and creative design of the museum should be based on culture, and the creativity should have more connotation. The team should be formed to

continuously inject new design power, and timely tracking should be made from product research and development to follow-up experience guarantee, so as to better keep culture around and let people feel the cultural inheritance of the museum.

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